

Summary of BDAC Responses to Public Outreach Questionnaire (as of 1/2/97)

(20 responses received - Borgonovo, Dunning, Foley (from Arakawa), Frick, Graff, Guy, Hall, Hasseltine, Hildebrand, Izmirian, Lehman, Maddock, McCarthy, McDonald, Meacher, Parravano, Pyle, Redmond, Remy, Selkirk)

Audiences missing:

- Borgonovo: communities of color and environmental justice groups (contact EDGE, 785 Market St., SF, 94103, 415-284-7215, 284-7210)
- Dunning: fishermen
- Foley: MWDSC member and retail agencies; So. Cal. professional engineering community; municipal/county officials (League of Cities); green industry (landscaping); local government agencies and associations
- Graff: service clubs, environmental grassroots groups, civic orgs.
- Guy: farm families, grassroots agricultural leaders, farmers/ranchers
- Hall: small business owners, community activists, local govt. officials
- Hasseltine: industries, farmers/ranchers, cities in eastern Contra Costa Co.
- Hildebrand: agriculture fears negative impacts; non-project water users
- Izmirian: commercial and sport fishing, hunters, bird watchers, photographers, Bay Area
- Lehman: Suisun marsh landowners
- Maddock: So. Cal./L.A. area; statewide and So. Cal. business community
- McCarthy: farmland owners in the Delta; reclamation districts; water districts
- McDonald: locally elected officials (city council members, public water & utility district board members, county supervisors) in areas indirectly affected by Bay-Delta decisions; northern/central California hydroelectric facility operators (river specific information)
- Meacher: small land managers (ranchers/farmers); anyone who uses water commercially to produce a product and their employees (they may not need more CALFED attention)
- Parravano: Pacific Coast Federation of Fishermen's Associations (PCFFA); contact Salmonid Restoration Federation, Salmon Unlimited, Klamath Management Council-Trinity Task Force, Prof. Richard Ridenour (Humboldt State Univ)
- Pyle: water districts board of directors, particularly those receiving water from SWP and CVP systems; county board of supervisors; city council members; Kern Co. Farm Bureau (Loren Hodge, Manager); Kern Co. Board of Trade; Bakersfield Chamber of Commerce
- Redmond: Butte County (Linda Cole - grassroots and community people); Mendota/Firebaugh area, esp. social service workers and city govt.; send notice re: LA mtg. to Bob Gottlieb at UCLA School of Public Planning
- Remy: elected officials; small business owners; minority business assns; press
- Selkirk: local env./grassroots groups (Calif. Urban Creeks Council are active all over state and have their own newsletter, Creek Currents); small and medium business owners who may not be active in Chamber of Commerce; local LWV groups; all groups involved in SF Bay protection activities (ask EWC)

Will constituencies benefit from & participate in meetings; what else would help:

- Borgonovo: if meeting is in their area and special invitations to their leader
- Dunning: one-on-one meetings, radio call-in programs, Internet
- Foley: public meetings; targeted presentations at appropriate professional conferences (business groups), Agency & Association meetings, up-to-date program status and successes report on Internet web page
- Frick: local water professionals could help So. San Joaquin presentation
- Graff: public briefings

- Hall: radio call-ins, service clubs presentations, city council & county supervisor mtgs.
- Hasselting: benefit yes, participate doubtful; a public meeting in eastern Contra Costa Co. (at Antioch City Hall) would be well attended
- Hildebrand: farmers are dispersed and busy and don't attend meetings until they discover they are being ignored/damaged; program must be defensible and clear
- Izmirian: presentations at regular mtgs. of interested organizations; prepare presentation kit for BDAC members to take to local organizations; use a list server for internet press releases and meeting announcements
- Lehman: public meetings, printed matter for distribution
- Maddock: newspapers, radio, TV; public mtgs. do not draw big enough audience
- McCarty: small group sessions; one-on-ones; simpler written materials
- McDonald: public meetings are difficult for local officials but good for hydroelectric operators; videoconferencing; Internet
- Meacher: talk radio for rural areas; editorial perspectives; mtgs. scheduled for Central Sierra, north state, and far north will be well-attended by folks interested in upper watersheds as they relate to the "the fix"
- Parravano: presentation at a PCFFA board meeting
- Pyle: public meetings reach hired staff, not elected directors; Mary Lou Cotton is active with the AEWA clearinghouse and could be helpful in getting info out
- Redmond: radio call-in programs, include Radio Bilingue, Pablo Espinosa
- Remy: elected officials need one-on-one; business assns. need presentations tailored to their interests; public mtgs. on major policy decisions lose data turnout when they become too detailed
- Selkirk: cable TV channel for Berkeley and other small cities; call-in shows are popular in Bay Area and good for in-depth discussion; water district bill inserts

Scheduling issues:

- Borgononvo: conflicts with other CVPIA meetings covered by Water Caucus or EWC; handicapped by the number of work group meetings
- Foley: normal training and scheduling challenges are typical; target each individually
- Graff: lunch for service clubs; evenings for grassroots groups
- Hall: prefers early evening and in conjunction with regularly scheduled mtgs
- Hasselting: evenings but not Tues. or Wed.
- Hildebrand: winter for farmers (off-season); Tracy, Roberts Island Farm Center; San Joaquin County Farm Bureau
- Izmirian: evenings
- Lehman: first Wed. of every month is afternoon board meeting
- Maddock: prefer afternoon or evening
- McCarty: prefer off-season
- McDonald: often conflicts with board meetings on 1st and 3rd Tues. or Wed.; NCPA Comm. Meets 4th Thurs. (could be opportunity for CALFED to reach 15 cities and special districts; would be happy to participate in scheduling in order to avoid conflicts
- Meacher: Tues. not good for elected officials; prefers afternoons or early eves.
- Parravano: prefers January-April (before salmon season)
- Pyle: check with Mary Lou Cotton
- Redmond: evenings are better for community folks
- Remy: breakfast or lunch mtg. for group presentation
- Selkirk: evenings best

Other advice:

- Foley: work in coordinated manner with CALFED Stakeholders
- Graff: people want to know the direction CALFED is going, whether a peripheral canal will be recommended, what assurances will be given, and who will pay
- Guy: public outreach should be highest priority, particularly for Executive Director
- Hasseltine: CALFED is exceeding reasonable expectations
- Meacher: folks want to be assured that CALFED is being driven by BDAC and the public and not the traditional "big players"
- McDonald: need to keep print and broadcast media involved despite the relative lack of "newsworthiness" of public policy planning and development of Bay-Delta process
- Pyle: 3 TV stations, 2-4 radio stations, and the Bakersfield Californian cover Bakersfield press briefings but need a news event or well-known person
- Redmond: people want to know how their input will be used and that their perspective will be heard even if not as slick and smooth as that of water professionals; people will appreciate the opportunity to learn more